

# 2013 National Council of La Raza Conference - Bob Carter

July 22, 2013

*As prepared for:*

**National Council of La Raza Conference**

**Latinas Brunch**

**New Orleans, La.**

**Sunday, July 21, 2013**

**Bob Carter, Senior Vice President of Automotive Operations, Toyota Motor Sales, U.S.A., Inc.**

Thank you, Giselle, for that very warm introduction.

BIENVENIDOS! Welcome to the 2013 NCLR Latinas Brunch!

I can't imagine a better way to spend a Sunday morning...sampling New Orleans cuisine...surrounded by thousands of Latinas dedicated to enriching the lives of our Hispanic communities...

So, first, thanks for inviting me to brunch!

I'd like to take a minute to talk about just one of those inspiring Latinas.

Rosa Santana was born in Juárez, Mexico and moved to South El Paso when she was five years old. Her mother...a single parent...worked in a minimum-wage job at a hospital to support five children, and Rosa got her first job when she was just 13.

Today, Rosa is founder and CEO of Integrated Human Capital, an independent staffing company she runs with her two daughters, Lisa and Nicole. Together, they provide production personnel, administrative employees, engineers and other professionals to clients both in the U.S. and Mexico.

For the past eight years, Rosa has been attending Opportunity Exchange – a conference Toyota runs each year to help build lasting business relationships between our top suppliers and minority-owned businesses.

Through her involvement in Opportunity Exchange, Rosa has secured more than 13 new clients and her company has become a leading supplier for Toyota.

When we asked her about her experience with the program Rosa described it as “setting in motion a self-sustaining cycle of growth.”

So there you have it — yet another Latina contributing to America's economy by creating jobs and serving her community.

We are honored to have Rosa here with us today...

Rosa — *Toyota salutes you*—and we're privileged to work with you!

I also want to recognize someone you know and love **VERY** much...

He's also sitting at the Toyota table today... ladies and gentlemen please give it up for our friend and partner, multiple Grammy Award winner, Mr. **JON SECADA!**

At Toyota, we think that the key to building great products and a great company is to start by listening to the people we serve.

Every day, our designers and engineers are in the field learning about our customers' needs so we can build cars for the way YOU live. And we know that we can't be successful in this country unless we partner with Latinos and Latinas like Rosa.

As you may know, Latinos buy more Toyotas than any other automotive brand — a ranking we have enjoyed since 2004...and to that we say, "GRACIAS."

Believe me, Toyota does not take your loyalty for granted.

That's why for more than **TWO** decades we've made it a priority to engage with the Latino community in ways that are relevant to you and your family. Let's take a look...

[PLAY MARKET REEL]

*Clearly, the fact that y'all have such a great sense of humor doesn't hurt...*

In all seriousness, because we understand your values, your passion and work ethic, we've made it a priority to expand our network of diverse suppliers.

To that end, Toyota spends more than One-Billion Dollars **EACH YEAR** with minority- and women-owned businesses...one of just 18 U.S. companies to do so.

And...I'm proud to say that Toyota has more than doubled its annual spending with diverse suppliers since 2001.

On the dealership side, we have nearly tripled the number of Hispanic-owned Toyota and Lexus dealers since 2000.

Today, people of color represent nearly 30 percent of our total U.S. employment. And this philosophy of inclusion has been greatly responsible for our success in this country.

We also invest heavily in programs and partnerships that work with community and non-profit partners to support Hispanic families.

A few years back in San Antonio, our U.S. Chairman, Yoshi Inaba, spoke to you about Toyota's commitment to safety.

It's hard to imagine anything more important than keeping our kids safe... So when trauma specialists at Cincinnati Children's Hospital Medical Center discovered that Hispanic children are less likely to be buckled up or in car seats, they invited Toyota to help.

We worked with the hospital to create "*Abróchate a la Vida*" or "*Buckle Up for Life*," a community program that

teaches parents and children the proper use of seat belts and car seats.

The results have been amazing.

In one city, the program nearly tripled the number of children properly restrained in seat belts and car seats among the families who participated.

Now in its tenth year, the program continues to expand to cities throughout the U.S.

I invite you to stop by the Toyota booth at the expo for free car seat installation demonstrations. You will also have a chance to win one of the many brand new car seats that will be raffled off during the conference.

*Buckle Up for Life* is just one of the ways in which we support the Hispanic community. We have many other partnerships and programs that promote education, safety and environmental conservation in the Latino community ...including our deep partnership with NCLR.

Since 1999, Toyota has contributed more than \$2.2 million to this great organization –something we are very proud of.

On top of that, Patricia Pineda — Toyota's new Group Vice President of Hispanic Business Strategy — serves on your Corporate Advisory Board, helping to guide NCLR toward achieving its goals.

I want to take a moment to recognize the contributions that NCLR President Janet Murguía and Board Chair Jorge Plasencia have made to this country.

**Janet, Jorge**— we know you have been there for us in both the good times and in the more challenging times... and we are **VERY** grateful.

We are enormously proud to co-sponsor this year's conference alongside Wal-Mart. And today I am happy to double-down on our commitment by announcing that Toyota will serve as NCLR title sponsor at next year's Conference to be held in Los Angeles!

To celebrate this commitment, I am so proud to award a brand-new 2013 Toyota RAV4 to someone in the audience today...CHECK IT OUT!

*Who wants to take it home?*

*I don't blame you –it's a **GREAT** car.*

Now, many of you stopped by our booth yesterday and told us where you'd take the Toyota RAV4 and why. We had many GREAT answers...but sadly, we can only have one winner...

Well, the jury is in, and we've got a verdict...

Ladies and gentlemen, the winner of a BRAND-NEW 2014 TOYOTA RAV4 IS...AMPARO NUNEZ<sup>1</sup>

**COME DOWN TO THE STAGE TO GET THE KEYS!**

*Congratulations again to Amparo...*

Sincere thanks once again for joining me here today. We applaud the good work you are doing. And please know that the Hispanic community has a steadfast friend in Toyota.

Enjoy the rest of this year's Conference. See you in LA next year!

Muchas Gracias!!

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<sup>1</sup>*Pending verification*